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# Discount Store News®

*THE NEWSPAPER OF DISCOUNT RETAILING*

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*Fedco is nearing completion of a major overhaul of its $100 million store in Pasadena, Calif.* (DSN photo)

## Highest-Volume Fedco Gets Major Overhaul

### *Gourmet-Style Grocery Area Added*

**By Pamela Krein**

PASADENA, Calif. — Fedco, the Santa Fe Springs, Calif.-based discount department store which maintains a membership policy, is nearing completion of a major remodeling of its $100 million store here in Southern California.

Because of its non-profit status, which prevents the chain from raising capital by floating stock or bonds, Fedco is limited financially on the number of remodels and new stores it can complete each year. The Pasadena remodel is only the chain's third in as many years.

Known officially as Federal Employee's Distributing Co. and Subsidiaries, Fedco was created in 1948 by 800 postal workers. Fedco's members—now numbering over 3 million—pay a $5 lifetime membership fee and are technically the owners of the mutual benefit corporation.

These operating restrictions have limited Fedco's physical growth rate, but not its sales volume. Although the chain has only nine full-line department stores and three home furnishing centers, Fedco's fiscal 1987 sales were nearly $700 million, resulting in one of the highest-average store sales in discounting.

Fedco's full-line store in Pasadena, the chain's best location, generated more than $100 million in volume last year—prior to remodeling—said Philip Jick, executive vice president and director of merchandising.

With the remodeling nearly done, sales at the Pasadena unit, which is receiving its first major makeover since being built over 20 years ago, are

*(Continued on page 38)*

## Clover Expects Brighter Sales To Offset High Prototype Costs

**By Richard C. Halverson**

EXTON, Pa. — Clover has leapt light-years ahead of its existing stores and the rest of the discount industry with its innovative use of lighting in its new prototype opened here last month.

Light strikes the eye everywhere in Clover's prototype store, which opened Oct. 19 in this prosperous community nestled at the far end of Philadelphia's Main Line.

Light from track fixtures emphasizes the promotional aisle, endcaps and wall displays. Light gleams from backlit transparencies in the apparel department. Indirect light floods from behind cornices. Light from neon script signs marks departments, the snack bar and the customer service area.

Clover is betting that incremental sales gains at the new prototype will offset higher light bills: about one-third higher than in the same-size existing stores, estimated Warren White, general manager of Clover and vp of its department store parent, Strawbridge & Clothier.

Higher capital and operating costs for air conditioning to remove waste heat from all that extra lighting contribute

*(Continued on page 38)*

*Dropped ceiling and track lighting highlight fashion core of high-margin merchandise in Clover's new prototype store.* (DSN photo)

## Maxway Chokes on Danner's Stores; Files Chapter 11, Names New Prez

**By Mary Ellen Kelly**

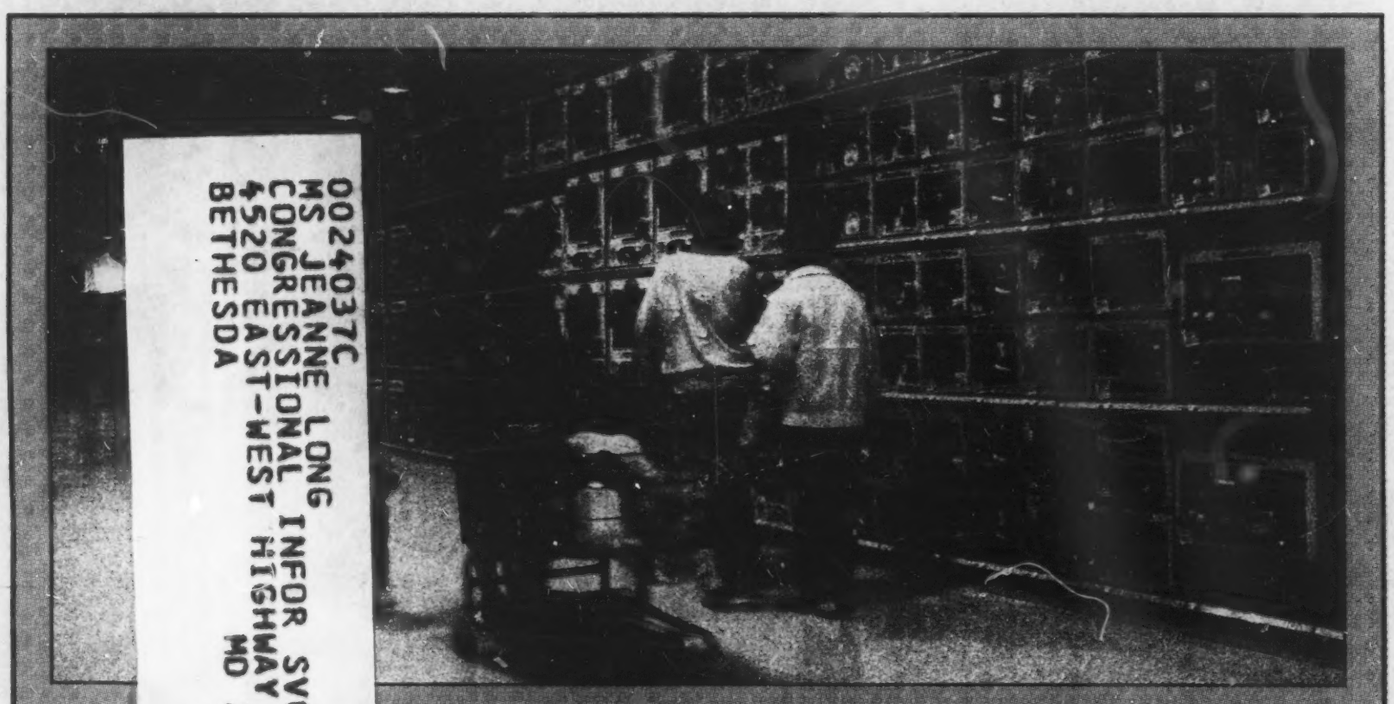
SANFORD, N.C. — Maxway Corp. has closed nearly half of the 92 stores it operated at the start of 1988 and has filed for Chapter 11 protection. The full-liner cited "lack of trade support" and losses incurred from the "acquisition of the troubled Danner's chain" as origins of the current financial problems.

Wilson Sawyer, formerly chief operating officer, has been named Maxway president following the recent resignation of David Birdwell from that post.

The company is in the process of shutting all 18 of the 3D discount outlets it kept after acquiring the 35-unit Danner's chain in 1987. According to Sawyer, "we have found it geographically

*(Continued on page 37)*

*Sawyer*




**Auc s Houston with Aggressive Merchandising**

*Aucha consumers with another version of the European hypermarché. Tall gondo more 'American' look than its predecessors. See story, p. 4.* (DSN photo)

## Heck's Pacifies Stockholders; Paves Way for Plan Approval

NITRO, W.Va. — To gain stockholder approval for its bankruptcy reorganization plan, Heck's has sweetened the pot. The troubled discounter has agreed in principle to double the ownership share that existing stockholders could get to 20 percent from 10 percent.

Stockholders represented by a court-appointed equity committee had balked at the original proposal that would have left them with only 10 percent ownership, while creditors would have gotten 85 percent and management the 5 percent balance.

In response, stockholders filed two lawsuits, one seeking a stockholders' meeting to remove directors and another seeking $50 million in damages. They also asked the court to name a trustee to assume management of Heck's.

*(Continued on page 38)*

*K mart's Successful PL Program*

*Catalogers Step Up RTA Furniture Mix*

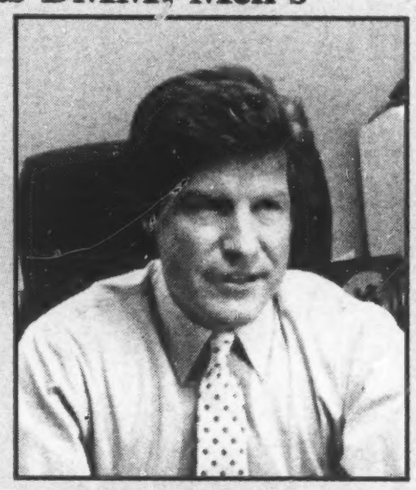
*Home Health Care Shows Potential*

## MARKETWATCH

### Parent Puts Smitty's on Block

PHOENIX, Ariz. — Smitty's Super Valu, the 23-store food and general merchandise retailer based here, has been put on the selling block by its parent, Montreal, Canada-based Steinberg Inc., which said it wants to concentrate on its Canadian retail operations. The first round of bids came in late last month, according to Smitty's spokesman Stan English. Steinberg did not disclose the names of any prospective buyers. Smitty's currently operates three strictly food stores, four 50,000-square-foot to 60,000-square-foot food combos (with limited general merchandise), and 16 larger food and general merchandise stores of 88,000 square feet to 110,000 square feet.

### Tissot to Join Zayre as DMM, Men's



WORTHINGTON, Ohio — Roger Tissot, vice president and divisional merchandise manager of men's wear at Gold Circle, has left the soon-to-be-defunct discounter based here to join Zayre Corp., Framingham, Mass., as dmm, boys' wear, effective Nov. 14. Tissot will report to Manny Francione, vp, dmm, men's wear. Tissot came to Gold Circle in January 1987 from Bradlees, where he had worked for 22 years. "I'm excited about getting in on the ground floor of a newly formed Zayre operation," Tissot said. He added that "Zayre's merchandising skills and MIS systems with Ames' great operational ability to run stores" will be a potent combination.

### Sears Opens Home Goods Specialty Store

NEW YORK — Sears opened its long-awaited home fashions specialty store here Oct. 25. The 13,000-square-foot site, called HomeStore, is located at the corner of 31st Street and Third Avenue in Manhattan. According to a company spokesman, the store is planned to be one of a kind, but if it proves to be a success, there is the possibility that more HomeStores may open in the future. HomeStore features a finely tuned selection of domestics, window fashions, carpeting and furniture, as well as limited selections of housewares, consumer electronics and other home products. The accent is clearly on kitchen and bath, with presentations of coordinated towel groupings dominating one wall of the store.

### Northern Auto Names New Prez, CEO

PHOENIX, Ariz. — Northern Automotive named John S. Lacey to replace Dan Siewert, who resigned suddenly last month as president and ceo. Lacey, 45, headed The Molson Companies retail merchandising group, based in Toronto. The six companies in the group include Beaver Lumber, Canada's largest home center chain. Sales of the group totaled more than $1 billion (Canadian) in fiscal 1988. Northern Automotive is the second-largest automotive aftermarket chain, with dollar volume of about $650 million in 1987. It operates 870 stores.

### Makro Opens Sixth U.S. Wholesale Club

BALTIMORE — Makro opened its sixth U.S. wholesale club here Oct. 26 and is set to open its seventh unit Nov. 9 in south Cleveland, which will be the second Makro in that city. The 160,000-square-foot Baltimore unit follows the same food/general merchandise formula of previous Makro clubs, offering 25,000 name brand products in a self-service warehouse environment. A division of K mart, Makro also operates in Cincinnati (its headquarters city), Washington, D.C., Philadelphia and Atlanta.

## FOR THE RECORD

Despite being cited by 5 percent of K mart managers in a survey of top performing brands (*DSN*, Oct. 10, page 63), Health-Tex does not sell its children's apparel to K mart. The appearance of Health-Tex—as well as numerous other upscale brands that ostensibly don't sell directly to discounters—among the managers' responses can be attributed to a variety of reasons, including the existence of products that imitate the looks and labeling of upscale brands as well as the availability of many upscale brands to discounters through other sources, such as diverters.

The stationery brand, Herlitz, was spelled incorrectly in both the Oct. 10 and Oct. 24 Top Brands issues.

Newell, the diversified hardware and housewares manufacturer, posted about $720 million in consumer sales in 1987. The figure was reported incorrectly due to a typographic error in *DSN*'s Oct. 10 issue.

# Technology Will Render Traditional Retailing Obsolete, Warn Panelists

WASHINGTON — Discounters and other retailers who cling to traditional views of retailing are destined to become marketplace relics left behind by more imaginative competitors.

That was the warning issued to chain executives by management information experts at the National Retail Merchants Association's 30th annual Retail Information Systems Conference here in October.

One highlight of the meeting, a panel discussion moderated by Zayre senior vice president Michael Bilotti, featured a quartet of experts offering incisive and often disquieting predictions on what the future holds for retailing.

Futurist Joseph Coates, for one, warned the group against remaining hidebound by customary business methods.

"As long as you're 'hung up' on a traditional definition of retailing, you're stuck in the past," he told chain executives at the conference.

Coates urged retailers to broaden their horizons beyond "glass doors" and counters packed with merchandise. He argued that retailers who consider operating stores to be their business will never be more than store operators. But those who regard their business as providing "comfortable, stylish clothes" will have many more options available to them in the future, Coates maintained.

What those future options will be was a matter of some debate among the other members of the panel, including Jeffrey J. Hallett, president, TRAC Inc.; John L. Diesem, main strategic systems planning director, Peat Marwick; and Norman Weiser, Morse Shoe vice president.

Diesem questioned the future acceptance of debit cards—a particularly popular emerging technology among retail information system experts at the NRMA conference—calling them "a technology without a following."

"Why would any consumer want to use a debit card?" he asked the panel.

To get better service, Zayre's Bilotti replied, noting that once debit cards are widely accepted they will speed lines through checkouts.

The NRMA meeting, pegged to the theme "Positioning for Rapid Change," was designed to emphasize the opportunities that exist for retailers to improve their bottom lines through careful planning and review.

Other speakers and panelists at the three-day meeting included David Carlson, corporate systems vp, K mart; James Carolan, MIS vp, The Gap; Allen Williams, vp, Belk Store Systems; David Evans, systems vp, JCPenney; Fred Asher, MIS vp, Dayton Hudson; and Richard W. Siegel, corporate data processing vp, Fred Meyer.

In addition to the speakers, the NRMA conference featured an exhibit hall packed with booths representing more than 120 sponsoring suppliers of MIS products and services.

Among the key trends forecast by panel members at the conference:

- A continuation of retail industry mergers and acquisitions, regardless of who controls the White House in 1989;
- Stepped-up foreign takeovers of U.S. retail chains;
- Greater emphasis on getting retail chain "MIS types" away from headquarters and into stores;
- Increased movement toward vertical integration, blurring the distinction between the factory and the storefront.

# McCrory Poised to Acquire Odd Lot

## *Closeouter's Store Locations Viewed as a Strength*

YORK, Pa. — McCrory Stores, the 1,300-unit variety store chain based here, is nearing a decision on whether to merge Odd Lot Trading, its latest acquisition, into its operations or run it as an independent corporation.

In a deal valued at $37.1 million, McCrory agreed to acquire the 103 stores and other assets of Odd Lot from Revco, the drug store chain now operating under Chapter 11 of the Federal Bankruptcy Act.

Legally, the purchaser of Odd Lots is the Riklis Family Corporation, which holds all of the stock of McCrory through its wholly owned Rapid-American Corporation.

Meshulam Riklis is chairman and chief executive officer of McCrory, chairman, president and ceo of Rapid-American, and chairman of Riklis Family Corporation.

Approval from a bankruptcy court is required, but Revco expects to obtain approval Nov. 8 and close the same day.

"It's still an open question whether McCrory will run it as a division or an independent corporation," a McCrory spokesman said.

Revco chairman Boake A. Sells had been attempting to sell Odd Lot since he took over Revco in September 1987.

But McCrory sees an opportunity in Odd Lot because of its "powerful locations."

With the exception of a few stores in Philadelphia and Baltimore, all of the Odd Lot stores are located in the metropolitan New York market: the five boroughs of New York City, Long Island, and northern New Jersey, the spokesman said.

"It's an area of high intensity. You certainly don't suffer from the lack of potential customers in the best market in the United States.

"One coach can produce a winning team, yet another coach was a loser," the spokesman said, referring to why McCrory is convinced it can resuscitate the closeouter.

In addition, Revco couldn't focus on Odd Lot because of its bankruptcy problems, he said.

One immediate area McCrory will have to address is the shortage of merchandise in the Odd Lots stores, which average 5,000 square feet in size. Revco, by design, allowed inventories to run down, the spokesman said.

Under terms of the asset purchase deal, McCrory buys inventories, fixtures and real interest interests, mostly leases, as well as Odd Lot's 500,000-square-foot distribution center in Elizabeth, N.J.

In a 1987 acquisition, McCrory bought the remnants of the old Kresge variety store chain from K mart Corp. It bought 66 Kresge and Jupiter stores and closed 11.

In addition to McCrory, the Riklis Family Corporation owns these consumer brand names: Samsonite, Elizabeth Arden, Faberge, Culligan, Martha White Foods, Botany 500 and McGregor (men's and boys' apparel).

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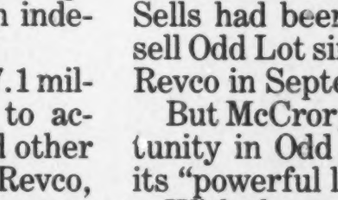

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# Discounters Surpass Drug Stores in Sunglass Sales

NEW YORK — Discount and variety store operators have dethroned drug stores as the leading mass market retail outlet for non-prescription sunglasses in this country, according to a recently released survey of the industry.

In fact, discount and variety store operators sold more non-prescription sunglasses than any other category of retailer. The mass merchandise/variety category was also the only one to notch an increase in the retail price of sunglasses between 1986 and 1987.

"The mass merchandiser area of the business would appear to be the leader in the mass part of the market," observed Mauri Edwards, public relations consultant for the Sunglass Association of America, headquartered in Norwalk, Conn.

Edwards noted that drug store outlets used to be the leader in the mass market for the sale of non-prescription sunglasses. Their decline has been steady, he said, noting that consumers are looking for more upscale products not found in those stores. Many of those products are available in other outlets, including mass merchandisers.

Drug store operators did sell more sunglasses in 1987 than they did in 1986, but for 20 percent less per pair, according to SAA. Last year, drug stores collected $180 million in sunglass sales, or 13 percent of the total, down 2 percentage points from 1986.

In 1987, 189 million pairs of non-prescription sunglasses were sold in this country totaling $1.32 billion at retail, up 10 percent from 1986. Of that total, $200 million, or 15 percent of the industry's total sales, were rung up by discount and variety store operators.

Mass merchandise retailers sold 28 million pairs of non-prescription sunglasses in 1987, 21.7 percent more than 1986's totals. They sold the glasses for an average price of $7.14 per pair last year, up 9.5 percent over 1986, according to SAA statistics.

On average, non-prescription sunglasses sold for $7 a pair in 1987, or 14 cents below the mass merchandiser price.

Between 1986 and 1987, the market share for mass merchandisers grew by 2 percentage points in both units and dollars, the SAA reported. No other retailing category matched that growth.

Food and convenience stores came the closest, with unit and retail price increases of 1 percentage point, statistics show.

However, optical/sunglass stores tied mass merchandisers in total retail dollar volume, at $200 million and 15 percent of the total market, due to the $20 price tag charged on average for glasses at these outlets. Optical/sunglass stores, though, sold only 10 million pairs of glasses last year, representing just 5 percent of all units sold.

The only outlet category to exceed mass merchandisers in retail sales volume was department stores and general merchandisers, which collected $250 million in sales last year, capturing 19 percent of the total market. These stores sold 25 million pairs of non-prescription sunglasses, or 13 percent of the industry's total unit volume, at an average retail price of $10, down 29.5 percent from 1986.

Although the unit movement increased for department stores and general merchandisers, together their market share in terms of dollar volume declined by $30 million, or 4 percentage points.

For food and convenience stores—the only other retail category to record both unit and sales increases between 1986 and 1987—sales reached 13 million pairs and $90 million at retail, or $6.92 a pair, a per pair price decline of 8.4 percent. Despite that price drop, the rising market share of these outlets could threaten the market strength now enjoyed by mass merchandisers.

Edwards noted that food and convenience stores have the greatest potential to generate sales increases than any of the other categories, including mass merchandisers and variety store operators, because of the convenience and frequency of shopping these outlets.

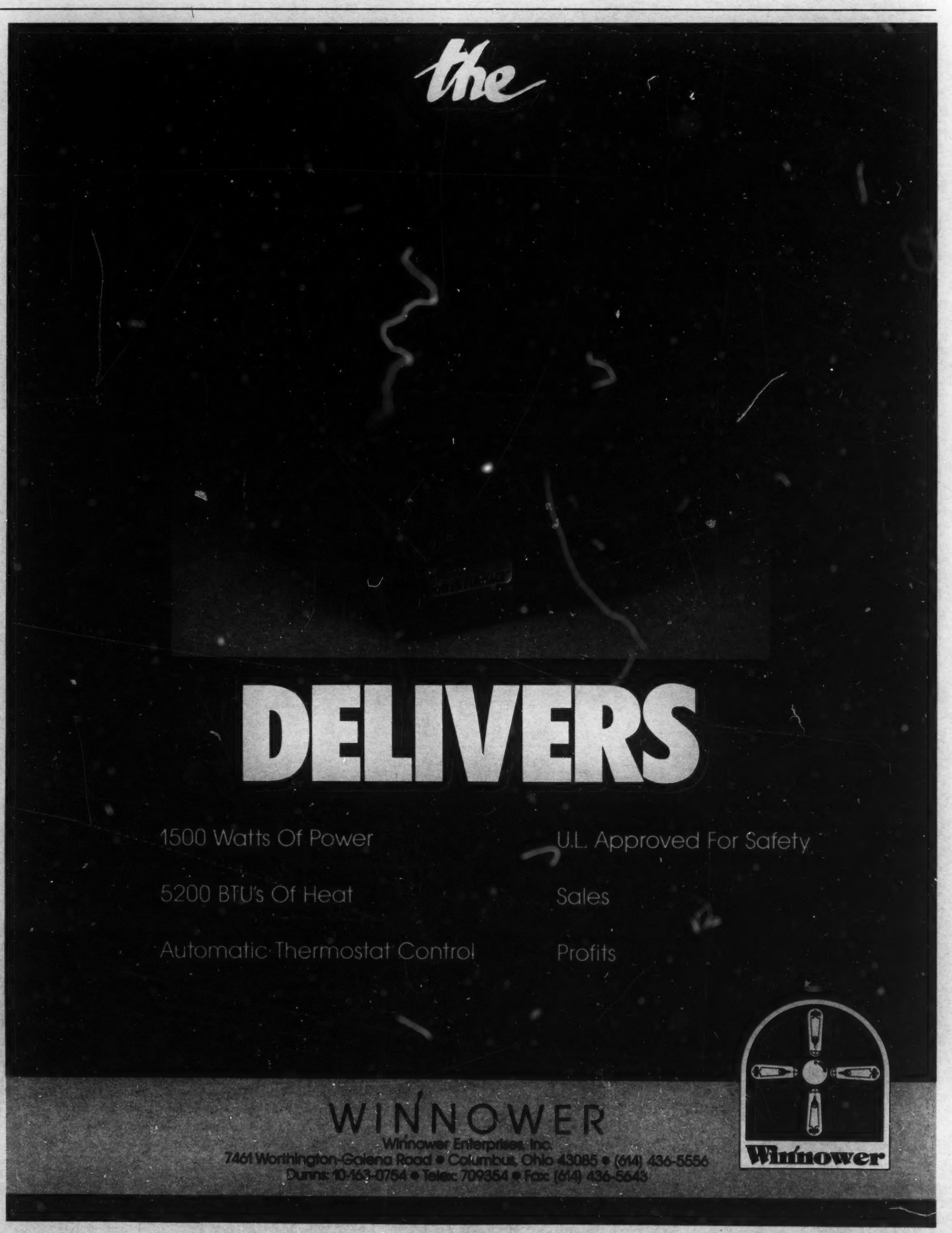
But discount and variety stores have exhibited a growing market strength in the sale of non-prescription sunglasses, due to discounters' skill in merchandising and promotional activity, and their general practice of charging lower prices to attract consumers, said Edwards.

Despite the activity of the five retailer categories identified by SAA, they represent only half of the sunglass units sold in the country, and 69 percent of the dollar volume collected from those sales. The balance of sales are sold through other channels that are difficult to track, said Edwards, noting that the largest avenue for non-prescription sunglasses are street vendors.

**Non-Prescription Sunglass Sales in the U.S.**
(In Millions)

| | 1983 | 1984 | 1985 | 1986 | 1987 |
|---|---|---|---|---|---|
| Pairs Sold | 115 | 145 | 160 | 175 | 189 |
| Total Retail | $885 | $1.02 | $1.03 | $1.2 | $1.32 |

*Source: Sunglass Association of America, 1988*



# Clover Expects Brighter Sales To Offset Prototype Costs

(Continued from page 1)
to the higher bill for Clover's new prototype, White said. He refused to disclose how much more it cost to build the new prototype, which at 82,500 square feet is the same size as the old prototype.

The extra outlays, including more chrome apparel fixtures, taller gondolas and special floor treatments, will translate into extra volume and higher margins, White said, because shopping will be a more pleasant experience.

"We don't know of anything we could do to make it a more pleasant place to shop," White said during a pre-opening tour. "We've set a new standard for upscale discounting. We're putting in the dollars to have a warmer, more comfortable feeling."

Despite the classier setting, customers will recognize Clover as a discount store, White said, due to its promotional pricing and wide selection.

In its prototype, Clover will follow its same promotional policy of putting 300 to 350 items on sale each week, White said. Weekly tabs advertise the sale items.

In addition to lighting, wide aisles and extra spacing between apparel racks add to the feeling of spaciousness.

A main aisle extending from the entrance—set off to the left of center—to the rear of the store is 14 feet wide. The center promotional aisle, which runs at right angles to it, is 12 feet wide. The racetrack aisle is 8 feet wide, while two other front-to-rear aisles are 10 feet wide.

Clover increased apparel rack spacing to a minimum of 24 inches to 30 inches from 18 inches to 24 inches.

The 22-store regional chain has increased soft lines selling space to 53 percent from 47 percent, White said. The shift in apparel sales space should improve overall margins, White said. But the new prototype stocks the same number of hard lines sku's through high-impact merchandising.

In sporting goods and hardware, located to the right rear, merchandise is stacked up to 96 inches, compared to 72 inches in previous stores. Elsewhere in hard lines, gondola fixtures are 72 inches high, compared to 60 inches to 66 inches. "We're using the cube," White said.

The new prototype stocks the same number of sku's as the old: about 100,000. "Assortment is very important to Clover," White said.

Halfway down the entrance aisle, the prototype features a staffed jewelry core. To the front and rear are the fashion accessories and cosmetics departments. The promotional aisle extends left and right of the jewelry core to draw shoppers to both sides of the store.

To the left of the jewelry counter, a dropped ceiling and track lighting highlight what White calls a "fashion core" that features higher-margin merchandise. Toward the hard lines side of the store, a similar core emphasizes higher-margin housewares.

Stackout pallets—even for bulky, case merchandise such as motor oil—are conspicuous by their absence.

Clover created a new department, which it calls Household Needs, by pulling together household consumables such as soaps and cleansers, paper products, mops and brooms, and Rubbermaid products. Located at the right rear, the department is meant to draw customers through the store to buy items they frequently need.

Differing pastel wall colors and carpeting colors delineate departments. Housewares gets special floor treatment: simulated pine boards. The consumer electronics and camera department also gets distinctive flooring: jet black vinyl tile.

The chain will convert one of its existing stores to the new prototype next year, White said, and the others at the rate of two a year.

Clover put new store construction on hold pending the outcome of bids it submitted for some of the Bradlees store sites in the Philadelphia market, White said. Hechinger, the home center chain, recently bought 47 Bradlees units and announced intentions to resell half. As *DSN* previously reported, Clover is interested in an undetermined number of the Bradlees stores that don't compete with its own.

Clover's expansion plans will stick to the same Philadelphia-southern New Jersey-Delaware regional market as its department store parent, White said. So far, Clover has no stores in the state of Delaware. "Site location has been a problem," White said.

# Highest-Volume Fedco Gets Facelift

(Continued from page 1)
expected to grow even higher.

Changes include a 35,000-square-foot warehouse added off the back of the previously 150,000-square-foot structure. Fedco's old back room space has been turned over to the selling floor—providing an increase of 16,000 square feet. This added space is benefiting several key departments including consumer electronics, apparel, sporting goods, hardware, garden, domestics, seasonal and grocery.

Other changes include:

- Camera and office equipment (previously situated at the front of the store) has been combined with televisions and stereo (previously in the back) into a single CE room.
- The seasonal department has been moved up front near the expanded garden and hardware departments. With the old layout, summer seasonals like plants, lawn furniture and other outdoor products were at the opposite end of the store from the year-round garden products.
- Fresh produce and a scratch bakery have been added in the gourmet-style grocery area.
- Many of the remaining areas are receiving some additional display space with the addition of 32 new 12-foot and 16-foot gondola runs.

The Pasadena store is the sixth full-line Fedco store to use scanners for general merchandise, and Jick said the other three full-line stores will be scanning general merchandise by the end of the year. (All stores have been scanning grocery items.)

Since Fedco carries an extensive variety of product—some 150,000 non-food items and 8,000 to 10,000 grocery products—scanning will enable Fedco to carry the best merchandise mix, while providing proper replenishment, said Jick.

Next on the company's remodeling list are its Los Angeles and National City, Calif., locations. However, Jick said the work at these sites will not be as extensive. Jick said Fedco is also looking to open new stores, but because of high real estate prices and the chain's growth-through-profits-only policy, future growth will continue to be slow paced.

# Heck's Pacifies Angry Stockholders

(Continued from page 1)
Clearing the way for possible bankruptcy court approval of the reorganization plan, the committee dropped both of its suits and agreed to support the new plan. It also dropped its request for a trustee.

Under the revised plan, stockholders would get 17½ percent of new stock to be issued, as well as warrants, or rights, to purchase 2½ percent more at a par value of 5 cents a share. Instead of outright ownership, management would get warrants to buy 5 percent, also for 5 cents a share. That would bring in as much as $400,000 if all warrants were exercised. The stockholder committee also gets the right to name two members of Heck's board.

Heck's would increase the number of shares outstanding to 60 million from 9 million, with an approximate book value of 80 cents a share.

Creditors' share of the stock would be cut to 75 percent, but other creditor provisions were unchanged. They would recover about 50 cents on the dollar through proceeds from the sale of 43 stores due to close by year-end and $20 million worth of 10-year junk bonds paying 12½ percent. Heck's will then have 75 units, down from its 1986 high of 165.

In another provision of the agreement, The Hallwood Group, a merchant bank specializing in financing turnarounds, agreed to purchase at a fixed price any stock or bonds that a creditor preferred to sell, rather than hold. Hallwood thus would become a principal.

Chief financial officer Maarten D. Hemsley refused to disclose the stock purchase price. But he did say the total value of all Heck's stock would be in excess of $20 million, indicating a per share value of at least 33 1/3 cents per share.

The provision that permits creditors to cash in their stocks and bonds overcame the cut in their ownership, Hemsley said. The committee representing creditors supports the new plan, he said.

Existing stockholders would be given first rights to purchase from Hallwood 26 percent of any stock it buys from creditors.

Heck's chairman and ceo John R. Isaac Jr. said the agreement should lead to a speedy conclusion of the bankruptcy proceedings and allow Heck's to emerge from Chapter 11 by early 1989.

# Va. Strikes Down State Blue Laws; Sales to Rise

(Continued from page 3)
The Virginia Supreme Court ruled on Sept. 23 that the state's blue laws violated the Virginia constitution and was inconsistent with the original intent of the law, Greenberger said.

Leading the battle to overturn the Sunday blue laws in Virginia was a committee of retailers that included K mart, Zayre, Rose's, Best Products, Circuit City and Hechinger. This group initiated a lawsuit against Virginia's commonwealth attorney in 1985 to repeal the Sunday closing laws. They lost and then petitioned the Virginia Supreme Court for a hearing, which was heard last June.

"If competition opens, we're going to open," said Ed Powers, manager of governmental affairs for K mart. "If we feel the people want us to open, we're going to support blue laws repeal."

Although little more than a handful of states still restrict Sunday selling in some form, exemptions to the laws have perforated the original intent of the laws and have provided jurisdictions with many legal inconsistencies. In several states, such as Oklahoma, Alabama and Missouri, the laws are considered unenforceable.

"There are so many new kinds of retailers and a blurring of the lines" distinguishing what is permitted and what is not, said Charles McDonald, executive director of the Alabama Retail Association in Montgomery, Ala. Therefore, he said, the laws are scarcely enforced.

Missouri still has Sunday blue laws but only as a local option, said Sam Overfelt, president of the Missouri Retailers Association in Jefferson City, Mo. Most of the major trade areas in the state have "opted out" of the law.

Only two states have statewide Sunday restrictions, Maine and North Dakota, but have many exemptions.

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